

Variable	Mean	Standard Deviation	Minimum	Maximum
Age	34.5	10.2	22	55
Gender	0.5	0.5	0	1
Marital Status	0.7	0.5	0	1
Education	12.5	1.5	10	15
Income	3500	1500	1000	7000
Health	0.8	0.3	0	1
Smoking	0.2	0.4	0	1
Alcohol	0.1	0.3	0	1
Exercise	0.3	0.5	0	1
Stress	0.6	0.4	0	1
Sleep	0.7	0.3	0	1
Diet	0.5	0.5	0	1
Work	0.8	0.3	0	1
Family	0.6	0.4	0	1
Friends	0.7	0.3	0	1
Hobbies	0.5	0.5	0	1
Travel	0.4	0.5	0	1
Religion	0.6	0.4	0	1
Politics	0.5	0.5	0	1
Environment	0.7	0.3	0	1
Technology	0.8	0.3	0	1
Art	0.6	0.4	0	1
Music	0.7	0.3	0	1
Sports	0.5	0.5	0	1
Gardening	0.4	0.5	0	1
Reading	0.6	0.4	0	1
Writing	0.5	0.5	0	1
Volunteering	0.3	0.5	0	1
Charity	0.2	0.4	0	1
Philosophy	0.4	0.5	0	1
Science	0.6	0.4	0	1
History	0.5	0.5	0	1
Geography	0.4	0.5	0	1
Language	0.6	0.4	0	1
Mathematics	0.5	0.5	0	1
Physics	0.4	0.5	0	1
Chemistry	0.3	0.5	0	1
Biology	0.5	0.5	0	1
Medicine	0.4	0.5	0	1
Law	0.3	0.5	0	1
Business	0.5	0.5	0	1
Engineering	0.4	0.5	0	1
Architecture	0.3	0.5	0	1
Design	0.5	0.5	0	1
Art History	0.4	0.5	0	1
Music History	0.3	0.5	0	1
Sports History	0.5	0.5	0	1
Gardening History	0.4	0.5	0	1
Reading History	0.6	0.4	0	1
Writing History	0.5	0.5	0	1
Volunteering History	0.3	0.5	0	1
Charity History	0.2	0.4	0	1
Philosophy History	0.4	0.5	0	1
Science History	0.6	0.4	0	1
History History	0.5	0.5	0	1
Geography History	0.4	0.5	0	1
Language History	0.6	0.4	0	1
Mathematics History	0.5	0.5	0	1
Physics History	0.4	0.5	0	1
Chemistry History	0.3	0.5	0	1
Biology History	0.5	0.5	0	1
Medicine History	0.4	0.5	0	1
Law History	0.3	0.5	0	1
Business History	0.5	0.5	0	1
Engineering History	0.4	0.5	0	1
Architecture History	0.3	0.5	0	1
Design History	0.5	0.5	0	1
Art History History	0.4	0.5	0	1
Music History History	0.3	0.5	0	1
Sports History History	0.5	0.5	0	1
Gardening History History	0.4	0.5	0	1
Reading History History	0.6	0.4	0	1
Writing History History	0.5	0.5	0	1
Volunteering History History	0.3	0.5	0	1
Charity History History	0.2	0.4	0	1
Philosophy History History	0.4	0.5	0	1
Science History History	0.6	0.4	0	1
History History History	0.5	0.5	0	1
Geography History History	0.4	0.5	0	1
Language History History	0.6	0.4	0	1
Mathematics History History	0.5	0.5	0	1
Physics History History	0.4	0.5	0	1
Chemistry History History	0.3	0.5	0	1
Biology History History	0.5	0.5	0	1
Medicine History History	0.4	0.5	0	1
Law History History	0.			

Abstract

In one aspect, the present invention provides a method of non-participatory user identification includes using sensor technology to collect data related to identifying characteristics of a user. The collection preferably requires no active identification measures by the user. The data can be extracted from the sensor technology 12 and matched to a template. This matching can, as an example, be performed using a matcher included in a recognition technology device 14. The user can then be identified based upon the template of data matched. Typically, the recognition technology device 14 will recognize when a new but known fingerprint is operating the user interface. The corresponding user profile may then be used to provide personalized content to the new user.